THE INVENTION CLAIMED IS

1. A lifter, comprising:

10

5 an elevator plate fitted with a set of cam lifters distributed around an axis;

a multiple-lobe cam disposed in the edge of a hollow cylinder around said axis, and such that said set of cam lifters ride along said edge and provide for straight lifting and lowering of the elevator plate; and

a transmission and motor for turning the multiple-lobe cam relative to the elevator plate.

- 2. The lifter of claim 1, wherein:
- the multiple-lobe cam includes symmetrical sided lobes that permit the transmission and motor to operate in a single direction for both said lifting and lowering of the elevator plate.
- 20 3. The lifter of claim 1, wherein:

 the multiple-lobe cam includes three
 symmetrical sided lobes that provide a three-point
 support of the elevator plate.
- 4. The lifter of claim 1, wherein:

 the multiple-lobe cam and cam lifters provide
 flat spots on which to rest at minimum and maximum
 heights of elevation of the elevator plate.
- 5. An automated warehouse system row cart, comprising:

a rail car for trucking pallet loads within an automated warehouse;

a top tray disposed on top of the rail car and providing for lifting and lowering said pallet loads;

a lifter set inside the rail car and supporting the top tray, and providing for straight lifting and lowering;

an elevator plate included in the lifter and fitted with a set of cam lifters distributed around an axis:

a multiple-lobe cam disposed in the edge of a

10 hollow cylinder around said axis, and such that said set
of cam lifters ride along said edge and provide for
straight lifting and lowering of the elevator plate; and

a transmission and motor for turning the multiple-lobe cam relative to the elevator plate and disposed within the rail car.

6. The row cart of claim 5, wherein:

the rail car provides for docking with an aisle cart in said automated warehouse.

15

5